ABSTRACT OF THE DISCLOSURE

A die apparatus for supporting and retaining rotary dies in operation having a base, a cover supported by a plurality of columns, a cross member moveable along the columns and modular die supports rollingly engaged with the rotary dies. A method of installing and removing the rotary dies from the apparatus includes moving the dies along a first axis of movement within the apparatus through use of a support strap and moving the dies to and from the apparatus through use of a conveyor.